

COMMUNICATION STRATEGY FOR WINDMILL ESTATE, FULBOURN

Aim & Purpose

To establish and implement effective and professional communication, consultation and involvement mechanisms between South Cambridgeshire District Council (SCDC), Nene Housing Society, Windmill Estate residents, and identified local stakeholders. The purpose is to ensure local people have informed engagement in the decision making processes around the redevelopment of the Windmill Estate.

Objectives

- (a) To ensure residents of the Windmill Estate are kept up to date with progress on the Windmill Estate Redevelopment Plan. Information to be provided to the local community by local representatives such as the parish council.
- (b) To consult with Windmill Estate residents about the redevelopment of their homes, the wider estate and links with the wider Fulbourn community.
- (c) To offer all Windmill Estate residents, and identified local representatives, the opportunity to be involved in making informed choices about the redevelopment of their homes and the wider estate. For all residents and local stakeholders to have every chance to express their views before decisions are made during the process of redevelopment.
- (d) To enable residents to increase their level of participation in the management of the Windmill Estate.
- (e) To develop, support and enhance links between the residents of the Windmill Estate and the wider community of the Fulbourn Parish.

Standards

SCDC and Nene Housing Society recognise and commit to delivering, in partnership, the quality standards listed below:

- Lead contact Officers will be identified to ensure residents and stakeholders receive timely information and accurate responses to queries. A dedicated Resident Involvement Officer will work on the Windmill Estate with residents throughout the redevelopment process.
- All written information will be relevant, clear, in plain English and easy to read. Alternative formats can be made available eg. large type, audio tape, different languages etc.
- Consultation methods will include individual letters, home visits, local surgeries, telephone surveys, newsletters, focus groups, meetings, drop-in events, exhibitions, other scheme visits, partnership work with any and formally constituted residents association, or local stakeholders groups.

- Residents' views will be actively sought and responded to. Where surveys or questionnaires are used there will always be a follow up summary of views expressed and how these views have been taken into account.
- Newsletter- to continue in accepted format, in plain English. To be produced by Nene with involvement of an editorial group. All collated information from surveys, meetings etc to be published in newsletter as feedback.
- All meetings will be held in accessible, welcoming venues, at appropriate times. Attendance will be encouraged by appropriate advertisement. Refreshments will be provided. Meetings will have a clear agenda, a skilled chairperson, offer opportunities for exchanging information and providing feedback, be minuted, and contribute to the overall redevelopment process.
- Independent advice to be made available to all residents, in the form of home visits or housing surgeries, by an independent body i.e. Citizens Advice Bureau or mediation service.

Process

The following consultation process begins subject to the approval of SCDC full Council meeting, on 26 May 2005, to redevelop the Windmill Estate, Fulbourn.

1. Individual letter – to all residents confirming SCDC's decision on the redevelopment.
2. Redevelopment Launch Event – to be held at appropriate time/venue for all residents. Presentation by Nene/SCDC on the decision and the process. Recruit members for formation of residents panel.
3. Individual home visits – by Nene/SCDC staff to all residents to clarify housing need, expectations, estate issues.
4. Visit to Nene properties – further visit arranged for any residents who wish to see different property type or previously have not been on a visit.
5. Architect selection process – meeting for all residents/stakeholders at appropriate time/venue for presentations by all tendering architects, possible visits to schemes designed by tendering architects.
6. Series of Open day events – Successful Architect selected, with Nene invites all residents to be involved in designing a plan for the new Windmill Estate.
7. Developer selection process – meeting with residents panel and Nene staff/stakeholders, visits to sites developed by tendering contractors.
8. Consultation on scheme design – Nene, architect/developer producing final plan and specification on different property types via variety of methods, meeting, open day and home visits to engage all residents/stakeholders.
9. Decant Strategy/Phasing – Nene and SCDC staff to hold a meeting at appropriate time/venue for all residents/stakeholders and individual visits to those residents who can not attend.
10. Home visits – to all residents by Nene staff to confirm individual arrangements (home loss payments, packages etc).

11. Consultation on community house – Nene staff to consult with residents and interagency group on the provision of a community house by using a vacant home on Windmill Estate. The property being used as Nene’s office base has the potential to be utilised for this purpose. Community Development staff at SCDC to assist Nene with research into local stakeholders, i.e. Police, youth workers, primary care staff using such a facility.
12. Newsletter – the newsletter is already circulated bi-monthly and this is to continue. Nene staff to set up editorial group of residents to be involved in production. Newsletter to be sent to all residents, ward councillors, parish council and local stakeholders. Editorial group to ensure update articles published in parish newsletter and church publication
13. Drop-in Surgery – Currently weekly at office base on Windmill Estate. To be increased to twice weekly with Nene staff available to discuss any issues with residents.
14. Summer fun event – Fun day in the summer school holiday period, Nene staff to involve interagency group to organise. Purpose to engage children and youths/parents in the provision for them on the new Windmill Estate.

Suggested Model for Project Management

Experience suggests a good model to deliver project management for redevelopment and typical membership would involve:

A residents’ panel would consist of tenant and owner/occupier representatives approximately six (3 of tenant representatives and 3 owner/occupier representatives) and will work with the selected architect/developer throughout the process. The residents’ panel would form the Windmill Working Group and meet monthly with Nene and SCDC staff. The redevelopment process would be managed by the Windmill Redevelopment Management Board consisting of a Nene staff member, SCDC staff member, councillors, two residents’ panel representatives, health authority representative, education representative, youth service representative and the Police.



